



ENERGY STAR® Award for Affordable Housing

U.S. Department of Housing and Urban Development (HUD)

Washington, District of Columbia



Each year, the U.S. Department of Housing and Urban Development assists more than five million renters and homeowners—approximately 5 percent of all housing in the nation—through its various programs. The Department spends some \$4 billion each year on energy, primarily through utility allowances to renters, housing assistance payments to private building owners, and operating grants to public housing authorities. In July 2001, Deputy Secretary Jackson established a department-wide task force to identify measures that HUD could undertake to reduce these public expenditures and energy consumption within this housing sector. The task force identified use of ENERGY STAR including new homes, home retrofit, and ENERGY STAR qualified products as a key step in addressing these issues. Then, in September 2002, HUD Secretary Martinez, EPA Administrator Whitman, and DOE Assistant Secretary Garman signed a joint memorandum committing HUD to work with DOE and EPA to promote ENERGY STAR throughout its housing programs. Today, HUD, with assistance from EPA and DOE, is working toward the goals of promoting the purchase of ENERGY STAR qualified products and appliances to its block grant program recipients and housing authorities, constructing ENERGY STAR qualified homes in its HOPE VI Program, and promoting ENERGY STAR home improvement web tools and recommendations in its retrofit housing programs. For these reasons, HUD is this year's recipient for ENERGY STAR's Excellence in Affordable Housing.



ENERGY STAR® Partner of the Year— New Homes

www.ASTORIAHOMES.com

Built for Life.™

Astoria Homes

Las Vegas, Nevada

Astoria Homes has shown impressive dedication to ENERGY STAR, effectively communicating the benefits of efficient homes to consumers in the Las Vegas market. Astoria Homes has accomplished this through educational forums with homeowners and prospects and incorporating ENERGY STAR messages in its advertising, sales models, and community brochures and newsletters. Astoria Homes was one of the first builders in the country to commit to building 100 percent of its homes to ENERGY STAR performance guidelines. Last year, over 500 Astoria Homes earned the ENERGY STAR label.

**Clayton Homes, Inc.***Maryville, Tennessee*

Clayton Homes is the nation's first manufactured housing builder to certify all of its plants to be capable of producing ENERGY STAR qualified homes. By certifying all 20 of its plants, Clayton Homes can now manufacture more than 20,000 ENERGY STAR ready homes per year, available across 33 states. Clayton Homes has also developed innovative point-of-sale educational materials, signage, and technology displays to communicate the value of ENERGY STAR to consumers.

Pardee Homes*Los Angeles, California*

Pardee Homes is the first large corporate builder in the nation to commit to building 100 percent of its homes across all divisions to meet the ENERGY STAR performance guideline. Last year, more than 2,000 Pardee Homes earned the ENERGY STAR label. ENERGY STAR underscores the company's value message to consumers and anchors its lifestyle marketing approach. Pardee has measured the impact of its partnership with ENERGY STAR, charting a significant increase in customer satisfaction since fully implementing its commitment to build ENERGY STAR qualified homes.



**Pacific Gas and
Electric Company™**



**SOUTHERN CALIFORNIA
EDISON®**

An EDISON INTERNATIONAL® Company



**Southern
California
Gas Company**



A Sempra Energy utility™



A Sempra Energy utility™

California ENERGY STAR® New Homes Program

Pacific Gas and Electric Company

San Francisco, California

Southern California Edison

Rosemead, California

Southern California Gas Company

Los Angeles, California

San Diego Gas and Electric

San Diego, California

California's four Investor-Owned Utility Companies, Pacific Gas and Electric Company, Southern California Edison, Southern California Gas Company, and San Diego Gas and Electric, have joined together to deliver a consistent ENERGY STAR New Homes program across their service areas. As a result of their efforts in the last nine months, more than 19,000 homes have been committed for labeling in 2003, representing 20 percent of all new home starts in the state. The utilities collaborated on an extensive advertising and marketing campaign to recruit builders into the California ENERGY STAR New Homes program and to educate consumers about the benefits of ENERGY STAR qualified homes.



CenterPoint Energy

Houston, Texas



CenterPoint Energy's outstanding efforts in Houston, TX have resulted in 8,800 homes earning the ENERGY STAR label in 2002, representing nearly 30 percent of all new home starts in the market. These homes were constructed by 20 different ENERGY STAR builder partners participating in CenterPoint's program. CenterPoint's \$1 million advertising partnership employed innovative marketing approaches to greatly increase consumer recognition of the ENERGY STAR label in the Houston market. CenterPoint Energy, formerly Reliant Energy HL&P, is now a two-time winner of an ENERGY STAR Award in the new homes area, having received an award in 2001 as well.

Oncor Electric Delivery Company

Dallas, Texas



Oncor Electric Delivery Company's extensive marketing, training, and incentive programs have resulted in 6,300 homes in the Dallas/Fort Worth area earning the ENERGY STAR label in 2002, representing 14 percent of all new home starts in that market. These homes were constructed by 35 different ENERGY STAR builder partners participating in the utility's program. Oncor has been highly instrumental in developing a robust infrastructure of independent verification organizations in the market by sponsoring a series of home energy rater training sessions. Oncor has also leveraged more than \$550,000 to fund a comprehensive advertising partnership that encompassed a variety of media outlets.



Energy Sense

Houston, Texas

Energy Sense is a home energy inspection company providing verification and marketing services to ENERGY STAR builder partners in several Texas cities, including the highly successful Houston market. In 2002, Energy Sense saw tremendous growth; qualifying 4,000 homes for the ENERGY STAR label, up from only 300 homes in 2001. Energy Sense works closely with its builders to ensure that they realize the full benefit of their partnership with ENERGY STAR; providing marketing training for builder sales staff and technical training for builder construction personnel and subcontractors. Energy Sense also offers a variety of ENERGY STAR promotional and point-of-sale tools to its builder partners.



Guaranteed Watt Saver Systems – West, Inc.

Oklahoma City, Oklahoma

Guaranteed Watt Savers Systems – West provided the diagnostic, verification, and training services that helped nearly 7,500 homes earn the ENERGY STAR label in 2002. Guaranteed Watt Savers supports the highly successful utility programs in the Houston and Dallas markets, and also works with builders in Oklahoma City. Guaranteed Watt Savers has also pioneered an initiative to offer a variety of ENERGY STAR promotional and point-of-sale tools to builder partners across the country. Guaranteed Watt Savers is now a two-time recipient of an ENERGY STAR award in the new homes area, having won this award in 2001 as well.



ENERGY STAR® Award for Excellence in Home Improvement

New York State Energy Research and Development Authority (NYSERDA)

Albany, New York



The New York State Energy Research and Development Authority continues to lead the country in improving the energy efficiency of existing homes. Their innovative implementation of Home Performance with ENERGY STAR is working to develop and support an energy-focused home improvement industry in New York. To spur demand for these whole-house services, NYSERDA is conducting an extensive multi-media campaign to educate consumers about ENERGY STAR qualifying products and services. To date, the Home Performance with ENERGY STAR initiative has served over 1,000 New York households with energy efficiency improvements valued at \$8.3 million and energy cost savings of \$600 per household. NYSERDA also successfully integrated long-term energy savings and ENERGY STAR messages in their Keep Cool room air conditioner turn-in program, which was designed to address summer peak load concerns. NYSERDA's partnership with more than 600 participating retailers across the state resulted in retiring and replacing more than 175,000 inefficient units with ENERGY STAR qualifying models and increasing the inventory of ENERGY STAR qualifying models for all customers by 101 percent since summer 1999. NYSERDA has truly excelled in spreading the ENERGY STAR home improvement message to millions of consumers.



Special Recognition— ENERGY STAR® New Homes Outreach

Las Vegas Breakfast Club

Las Vegas, Nevada

The Las Vegas Breakfast Club is the steering committee and driving force behind a unique and successful group of ENERGY STAR partners in Las Vegas. As a result of a dedicated team approach, this group is working cooperatively to increase consumer awareness of ENERGY STAR new homes in this fast-growing market. The 2002 Breakfast Club included Sia Howe from Astoria Homes, Kathy Hilty from Pardee Homes, Christy Stratton from Pulte Homes, Claire De Jesus from Southern Nevada Homes Guide, and Marcia and Steve Bottfeld from Marketing Solutions and Southern Nevada Homes Guide. The Breakfast Club oversaw the development of a highly successful advertising campaign that leveraged the time and resource contribution of nearly 30 ENERGY STAR partners and resulted in a 10 percent increase in consumer awareness of ENERGY STAR in the Las Vegas market. Based on their success in 2002, this group of highly-motivated ENERGY STAR partners is planning an all-new campaign for 2003.